



# Service Matters

## Local Actions Can Turn Down the Global Thermostat General Assembly Examines Local Solutions for Global Warming

**B**ay Area elected officials, staff, civic, non profit, and private sector leaders met on October 26th at the first Bay Area Green Business hotel, the Oakland Marriott City Center. ABAG's Fall General Assembly, "Environmental Challenges-Local Solutions," provided attendees an opportunity to explore local government strategies for building sustainable communities and global warming. ABAG President and San Jose Councilmember Dave Cortese framed the day in his opening remarks, "From the way we build and design our communities to the way we manage our waste, our water, and energy demands, Bay Area local governments and businesses are poised to make an enormous difference in our global health."

Morning keynote speaker **David Yarnold**, Executive Vice President, Environmental Defense, said cities are the leaders in finding solutions to global warming, serving as "great laboratories for innovation, and not just setting ambitious goals but meeting them and saving money in the process."

**L. Hunter Lovins**, President and Founder of Natural Capitalism Solutions," reiterated in her luncheon address the business case for sustainability: "Government and

business must start to recognize environmental improvement as an economic and competitive opportunity...it is time to build on the underlying economic logic that links the environment, resource productivity, innovation, and competitiveness." Named "Hero of the Planet by Time magazine, she praised and challenged the audience saying, "we are at the tipping point, but your local momentum can lead us."

Presenters from the cities of **Oakland,**

**Santa Rosa, Dublin, Albany, Hercules, Union City, Walnut Creek, Palo Alto, San Jose, San Francisco, and Sonoma County** highlighted specific green policies, zero waste, energy efficiency, and



**Fall General Assembly featured speakers:** (top) ABAG President David Cortese, San Jose Councilmember; (left) L. Hunter Lovins, Natural Capitalism Solutions; (right) Henry Gardner, ABAG Executive Director, and David Yarnold, Environmental Defense.

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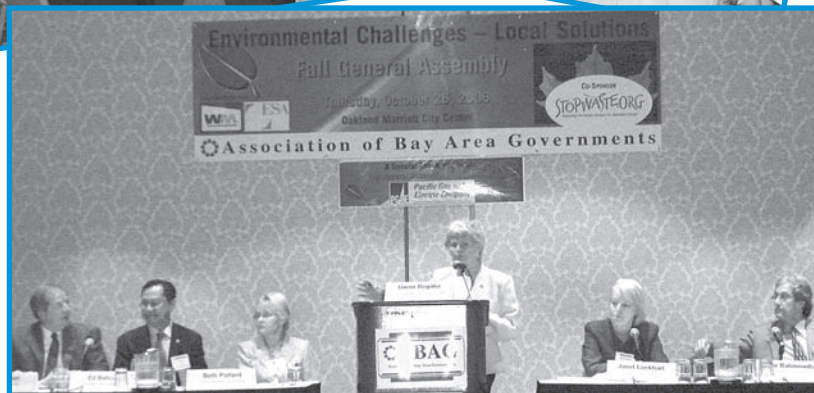
## ABAG Fall GA & Required Ethics Training

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resource conservation programs being implemented in their communities to reduce greenhouse gas emissions. ***The informative presentations from the keynote speakers and local government panelists have been placed on the ABAG website, [www.abag.ca.gov](http://www.abag.ca.gov).***

### Next Steps

Attendees praised ABAG for convening member jurisdictions and partner agencies to address climate protection and share their best practices. Many requests were made to continue public forums like this, featuring resource-sharing and insightful analysis. ABAG's General Assembly is a bi-annual conference that brings Bay Area decision-makers together to explore key issues and trends in a regional context. The next General Assembly and Business Meeting is scheduled for April 19th in San Francisco. To assist members who wish to carpool, a carpool and rideshare option for registrants, introduced at this Fall General Assembly, will continue, and become part of all regional conferences that ABAG sponsors. Information will be available on the website.



**Top Row:** GA attendees. **Second Row:** Panel "Green Policies Make a Local Impact Global:" (left to right) Union City Mayor Mark Green; Hercules Vice Mayor Ed Balico; Beth Pollard, Albany City Administrator; Moderator Gwen Regalia, Walnut Creek Councilmember; Dublin Mayor Janet Lockhart; and Santa Rosa Councilmember Steve Rabinowitsh.



**Panel "Waste Not—Local Actions Turn Down the Global Thermostat:"** (left to right) John Stufflebean, San Jose Environmental Services Director; Sonoma County Supervisor Mike Kerns; Moderator Jean Quan, Oakland Vice Mayor; Jack Macy, City and County of San Francisco Commercial Recycling Coordinator; and Palo Alto Vice Mayor Yoriko Kishimoto.

### Recognition of Fall General Assembly Sponsors

Special thanks go to co-sponsor **StopWaste.Org**, the award-winning public agency comprised of the Alameda County Waste Management Authority and the Alameda County Source Reduction and Recycling Board. We also extend our gratitude to GA major corporate sponsor: **Pacific Gas & Electric (PG&E)**, as well as two other corporate supporters: **Waste Management of Alameda County** and **Environmental Science Associates**.

## Required Ethics Training for Public Officials Offered

**T**he Association of Bay Area Governments (ABAG) is partnering with the Institute for Local Government, the research affiliate of the League of California Cities, to provide AB 1234 required ethics training for public officials. Conducted by JoAnne Speer, Executive Director of the Institute for Local Government, the session will be held on **December 11th from 10 a.m. until noon at the MetroCenter**

**Auditorium** in Oakland. Workshop materials, refreshments, and proof of participation certificate are included in the registration fee of \$75 per participant. Online registration is available on ABAG's website at <https://secure.abag.ca.gov/authorizenet/ethics.html>.

For more information on public service ethics and AB 1234 compliance resources, go to the Institute for Local Self Government website: [www.ca-ilg.org/trust](http://www.ca-ilg.org/trust).



## November Proclaimed “Be Sewer Smart—Backup & Backflow Prevention Month

**T**he Association of Bay Area Governments has once again proclaimed November “Be Sewer Smart – Backup & Backflow Prevention Month” on behalf of ABAG PLAN (Pooled Liability Assurance Network) Corporation. The “Be Sewer Smart” campaign goal is to make it easy for homeowners and communities prevent backup and backflow events that cost our communities millions of unnecessary dollars each year.

### How to “Be Sewer Smart” This Rainy Season!

ABAG PLAN and ABAG President Dave Cortese will hold a special press event, “*Sewer Smart Across the Bay*,” in San Jose on November 28th. With special guests and displays, the press conference will feature what can be done to reduce the frequency and severity of costly sewer backup and backflow-related claims that could occur during rainy days this winter. As part of the

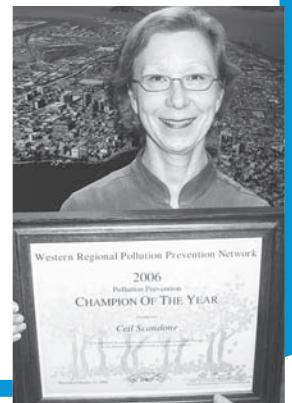
region-wide campaign, spring-loaded “pop up” Backflow Prevention Devices (BPDs) will also be given free to homeowners who go to [www.sewersmart.org](http://www.sewersmart.org). Special outreach materials are being provided to ABAG member cities, towns, and counties for community use, with local governments encouraged to hold their own local events to build awareness among residents about being “Sewer Smart.” Local governments are also being contacted to share their best practices and success stories which will be featured on the website and in outreach materials. The “Be Sewer Smart” campaign which was first launched in 2003, has helped reduce backups and backflow claims by 74 percent, saving ABAG PLAN members over \$2,000,000 per year for the last two years. Being “Sewer Smart” makes \$ense.

For complete information **about being “Sewer Smart,”** go to [www.sewersmart.org](http://www.sewersmart.org), or contact Marcus Beverly, Risk Manager, ABAG PLAN Corporation, at 510-464-7969.

## Ceil Scandone Named Environmental Champion

ABAG’s Senior Regional Planner Ceil Scandone received the 2006 Pollution Prevention Champion of the Year Award from the Western Regional Pollution Prevention Network (WRPPN) at the annual pollution prevention conference on October 10, 2006. The award recognizes her accomplishments in advancing pollution prevention goals and her leadership in developing and coordinating the ABAG Green Business Program. Ceil Scandone was nominated for the champion of the year award by the region’s Green Business Program County Coordinators.

Each year WRPPN solicits nominations for its annual award from its members who include staff from federal, state, regional and local agencies. WRPPN is a strategic alliance involving local, state, federal and tribal pollution prevention (P2) programs throughout EPA Region 9, which includes the states of California, Nevada, Arizona, Hawaii, the Tribal Lands and the Trust Territories of Guam and American Samoa. WRPPN was established in 1997 by the U.S. Environmental Protection Agency to improve communication and information dissemination among network members to maximize efficiency of P2 implementation.



## Creating Healthier Communities: Planning and Public Health

**A**growing body of evidence ties increasing rates of diabetes, cancer, obesity, asthma, and other serious health problems to land use, transportation and community design. Linking planning and public health issues and efforts is one of the issues being examined in ABAG’s regional initiative, Focusing Our Vision. To help further discussion about this timely topic, ABAG is co-coordinating a joint meeting of the Bay Area Planning Directors Association with the Bay Area Regional Health Inequities Initiative (BARHII) on December 1st at the Oakland Marriott City Center, from 8:30 am to 1:30 pm.

Featured speakers include Dr. Richard Jackson, author of *Urban Sprawl and Public Health*, and former California State Public Health Officer and past Director of the Federal Centers for Disease Control and Prevention; Paul Zykovsky, Local Government Commission; and Lisa Feldstein, Land Use and Health Program, Public Health Institute. Participants will also work together in small groups on scenarios that demonstrate practical and strategic implications for planning and public health.

To attend, register on line at <http://www.abag.ca.gov/abag/events/BAPDA>, or contact ABAG, at 510 464-7993.

## MARK YOUR CALENDAR!

### November 2006

**November 16**

**Legislation & Governmental Organization** 3:30 pm  
MetroCenter, ABAG Conference B

**Finance & Personnel Committee Meeting** 5:00 pm  
MetroCenter, ABAG Conference B

**ABAG Executive Board** 7:00 pm  
MetroCenter, Auditorium

**November 17**

**ABAG / BAAQMD / MTC Joint Policy Committee** 10:00 am  
MetroCenter, Auditorium

**Focusing Our Vision Technical Advisory Committee** 1:00 pm  
San Francisco Bay Conservation & Development Commission (BCDC)  
McAteer Petris Conf. Rm.

### December 2006

**December 6**

**Regional Planning Committee** 1:00 pm  
MetroCenter, Auditorium

**December 6**

**ABAG POWER Executive Committee** 12 Noon  
MetroCenter, ABAG Conference Room B

**Learn more about Certified Green Businessness in your area.**  
[www.greenbiz.ca.gov](http://www.greenbiz.ca.gov)

*The ABAG Bay Area Green Business Program is a successful partnership of environmental agencies and utilities that assist, recognize, and promote businesses and government agencies that volunteer to operate in a more environmentally responsible way. To be certified "green," participants must be in compliance with all regulations and meet program standards for conserving resources, preventing pollution and minimizing waste. The program offers businesses and agencies an easy-to-use framework for improving environmental performance. Over 725 businesses and public agencies have been certified since 1996. Contact Ceil Scandone, 510/464-7961.*

## Notable Numbers

**50%**

of waste generated on construction and demolition project job sites in the City of Dublin is required to be recycled.

**1,300**

tons of CO2 are reduced and \$250,000 a year is saved in the City of Palo Alto, by piping landfill gases to displace natural gas at a waste water treatment plant.

**8,450**

tons of green house gas emissions will be reduced by 2010: Sonoma County's goal.

**11%**

more energy efficiency than a conventional new home is achieved in homes built according the City of Santa Rosa's new home construction guidelines.

**75%**

landfill diversion by 2010 and zero waste to landfill by 2020 are goals set by the City and County of San Francisco and the City of Oakland.

**20**

of the 21 hottest years ever in recorded history were in the last 25 years, with 10 of the hottest years occurring during the last 14 years.

**23**

feet reflect the potential increase in world-wide sea levels due to the melting Greenland ice cap. This sea level increase could swamp many cities.

*Excerpts from ABAG Fall General Assembly 2006 speaker presentations*

### ABAG Presents Projections 2007 Symposium

**December 14, 2006  
MetroCenter Auditorium  
9:00 a.m. - 12 noon**

**Go to  
[www.abag.ca.gov/events/p2007](http://www.abag.ca.gov/events/p2007)  
or Call 510/464-7993  
for more information**

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